

Organ at 9, 11 and 4:50
Chimes at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Fair

A Store That Can Stand Any Test of Service

It Is Said That Archbishop Whitely Tells the Story

of an Athenian who, having a cause to plead, hired a better scholar than himself to prepare the argument.

On the first reading of it, as he started to memorize it, he was highly pleased, but after going over the manuscript the second and third time he became much dissatisfied, which led him to go to the writer and tell him that he found his paper worthless on the third reading.

When the professional man heard his complaint, he aptly reminded his client that the judges would only hear his paper once.

This store would not be good for much if not able to stand many tests every day.

[Signed] *John Wanamaker*

Oct. 13, 1920.

Fine Sterling Silver Awaits the October Bride

Never, in all its history, has the Jewelry Store had as large an assemblage of beautiful period patterns as is here now. And they are correct in every detail of the period they represent. The modern bride, as a rule, is particular about such things and she usually knows what she wants.

Tea services . . . \$380 to \$2200	Asparagus dishes, \$185 to \$490
Coffee sets . . . \$180 to \$500	Bowls . . . \$70 to \$190
Meat platters . . . \$135 to \$800	Compotes . . . \$85 to \$390
Vegetable dishes, \$140 to \$625	Bread trays . . . \$60 to \$215

(Jewelry Store, Chestnut and Thirteenth)

Cleverly Designed Suits for Large Women

They are cut from heavy duvetyne, wool velour, gabardine, tricotine and broadcloth; in pleasant shades of brown, of taupe, green and gray, besides navy and black. Some of them are decorated with embroidery, or are enriched with fur-collars; some are the pink of simplicity; and a woman can wear her own furs with these to her entire satisfaction. The coats, of course, are cut somewhat longer than regular-sized coats, in order to give slender lines.

Sizes are 42½ to 52½.
Prices are \$60 to \$132.50.
(First Floor, Central)

Attractive New Crepe de Chine Dresses for Young Women \$42.50

were ordered weeks ago and have just arrived, and are especially good dresses for the price, for the crepe is heavy and silky and the dresses are well made.

There is navy blue embroidered with blue, there is blue embroidered with a rich red, and there is all-black. The dresses are in a straight-line style, with V necks, a bit of white net at the throat, long sleeves and narrow belts.

They will be becoming afternoon dresses, are youthful and simple enough to be pleasing, and are in 14 to 20 year sizes.
(Second Floor, Chestnut)

When Brisk Winds Blow, a Girl Needs a Warm Topcoat

and these, of English wools, well tailored and practical, will be just the kind she will find most useful.

The coats were made just for this Store, they are in dark and attractive mixtures, and they were patterned after boys' coats—they have notched collars, boyish sleeves, are double-breasted and have narrow belts. They are lined throughout with silk, too.

Girls will like them for school, for college, for business, for country wear—for no end of Winter uses.
\$40—and 14 to 20 year sizes.
(Second Floor, Chestnut)

Warm, Dainty New Coats and Caps for the Babies

All sorts of warm Winter wraps are here for the babies—simple cashmere coats and handsome silk ones, soft silk caps and exquisite affairs of chiffon and lace and fur.

The coats for the very little babies—"first coats"—are of cashmere or of silk, are all lined and warmly interlined and include the simple coats with little trimming as well as those handsomely embroidered and trimmed with real laces. They start at \$8.75 and go to \$85.

First short coats are of corduroy, of silk or of soft cashmere, in white, as well as some dainty coats in pale pink or pale blue. These, too, are interlined and lined, are sometimes hand embroidered and lace trimmed, and go from \$6.75 for the corduroy coats to \$85 for the finest silk coats.

Little caps and bonnets to go with the coats are in many styles, are of silk, of chiffon or of lace and are trimmed with embroidery, with laces, with ribbons or fur, and are \$1 to \$15.
(Third Floor, Chestnut)

A Good Time to Buy Undermuslin Materials

For prices on many of the staple grades are far down from where they were and this is the season when the Winter supplies must be made up. Here are some with the new, smaller prices, that are especially liked for women's and children's undermuslins.

Longcloths, \$3.15, \$3.75 and \$4.50 for 10-yard pieces.
Nainsooks, \$3.75 and \$4.75 for 10-yard pieces.
(First Floor, Chestnut)



Our Squirrel Furs Are All a Clear Blue-Gray

and you will find here none of the yellowish skins which are always less desirable. The furs are soft and fine and every skin has been carefully selected.

There are squirrel neckpieces of many sorts from the little choker collars to the long stoles. There are scarfs of varying lengths, there are cape-like collars, there are wide collars and wide stoles with pockets. They begin at \$55 and go to \$245.

And there are stunning new squirrel wraps and coats, too, all of the same pretty clear gray squirrel, all beautifully lined and made up in the newest winter fashions. These start at \$400 for a smart little short coat and go on up to \$1200 for a handsome wrap, full length, with deep cape collar.
(Second Floor, Chestnut)

Women's Smart New Street Hats From Our Own Workrooms for \$22 Each

Simple hats they are, with not a great deal of trimming—but what they have is put on so effectively you'll like the hats very much.

Of shining hatters' plush or soft, silky velvets, the hats are usually in medium sizes—soft crush shapes and hats that turn off the face, mostly. Some are corded, some shirred, some have cockades of ribbon, some ribbon bows and bands, but they are

fetching chapeaux that will give an air to one's tailored suit or frock, and look very well for street or general wear.

There are the more subdued black and browns and blues as well as the new pheasant browns, brighter blues and henna and other lighter shades.

Of course there is just one hat of a kind.
\$22.
(Second Floor, Chestnut)

Three New Special Lots of Silk Stockings

all first-grade goods at one-third less than regular.
\$1.65 a pair for full fashioned, pure dye, black and colored silk stockings with mercerized garter tops and soles.
\$2.50 a pair for full fashioned, ingrain silk stockings in black only with mercerized garter tops and soles.
\$2.75 a pair for full fashioned black, ingrain silk stockings with silk tops and lisle soles.
(West Aisle)

Women's Spat Pumps and the Spats for Them

Dainty, plain pumps of patent leather and black calfskin, with graceful lines and high or baby Louis heels.
\$8.50 is an extremely moderate price for such good looking shoes, and they are just the type women want to wear with spats.

Spats to go with these pumps are \$3.50 to \$6.50.
(First Floor, Market)

2000 Yards Scotch Flannel Special at \$1.50 a Yard

There is a little eccton in it to keep it from shrinking in the washing, but there is also plenty of wool and it is a good warm flannel for men's shirts and pajamas, women's and children's wrappers, night-gowns or petticoats.

In pretty light-colored stripes, a few checks and mixtures, 31 inches wide.
(First Floor, Chestnut)

Black Fish Net and Other Blouses

The fish nets are black over white chiffon; one style is of plain and one of embroidered net; the price of the first is \$12 and of the second \$15.

The tricot blouse is of the very fine weave of tricotette, made with a wash that ties in the baby sleeves. The price is \$12.
(Third Floor, Central)

Just Here From Paris—Women's Handkerchiefs

Initial handkerchiefs they are, of sheer linen, with tiny hand-roll hems and tapes above the hem, and the letter in color, in one corner.

There are tan, violet, pink or blue for choice of color, the initials are in monogram style and hand done, of course, and the handkerchiefs are 7½c apiece.
(Main Floor, Central)

Japanese Quilted Sacques and Wrappers

The good old standard kind, long-sleeved, high at the throat, fastened with frogs, and made of plain silks—either habutai or satin. Colors are blues, Copenhagen, rose, wistaria and black—though not all these colors are to be had at each store. Prices are \$12, \$16.50 and \$18.50.

Dressing sacques of the same materials and type are \$8.50.
(Third Floor, Chestnut)

The New L. R. Corsets

include topless sports corsets, models for tall and slender figures, short, well-developed figures and figures of average type. Also there are L. R. front-lace models in a variety of styles, besides corsets adapted to short-waisted women and growing girls. Prices are \$2 to \$16.

L. R. waists with buttons and clasps are \$2 to \$4.50.
(Third Floor, Chestnut)

Yes, You Can Still Buy Some of These English Dinner Sets for \$42.50

But you cannot buy them regularly for as little. Their standard retail price is \$7.50 to \$12.50 more, and there is no present indication of a decline in their market value. But while this particular lot lasts you can choose at \$42.50, this opportunity being in harmony with the Store's purpose of trying to provide the most desirable goods at lowest prices.

These are 106-piece sets in new shapes and new border patterns.
(Fourth Floor, Chestnut)

Aeolian-Vocalion Phonographs at Lower Prices

Owing to a change in case design, we shall dispose of our remaining stock of these two types of this splendid phonograph at \$110 and \$135, which means substantial savings to you.

The Aeolian-Vocalion is one of the foremost phonographs of the day, and in quality, workmanship and beauty of design stands comparison with any standard make. The change of case design in no way affects the tone of the instrument.

These phonographs are first-quality goods taken from our regular stocks, and are not to be confused with special-sale instruments so widely exploited.

The phonograph is an article to be chosen with great care, and in the Vocalion you will have one that, with proper care, will last a lifetime.

There is a limited quantity of these on which prices have been lowered, so that it will be well to call early, or if unable to call, fill out and mail the coupon.

John Wanamaker, Philadelphia:
Please send me information about your terms for Vocalion phonographs.
Name
Address



Type 310, \$110
Style 430, \$135
The above cut illustrates both instruments, which are identical as far as case design goes, though there is a slight difference in size.

A Number of Table Beds—Wonderfully Convenient Things—Now at Half

When closed they serve as tables for libraries or living rooms, when opened they serve as beds, each one being equipped with spring and mattress.

For apartments or for emergency occasions it would be hard to imagine anything more ingenious and convenient.

Not often are such excellent things offered at halved prices.

Average Half Price for Men's Fine Soft Hats

In this Sale are soft felt hats in both smooth and brushed finishes, beaver hats and velour hats.
Such an assortment of shapes and colors that any man can be suited.
The smooth finish hats are \$4; the beaver and brushed finish hats are \$6; the velour hats are \$7.
They are all the finer qualities in correct fashion.
(Main Floor, Market)

Extra-Large Domestic Rugs at Extra-Low Prices

People who want prompt deliveries on large-size rugs will be interested in these two groups.

Seamless Scotch Axminster Rugs in Beautiful Colors and Designs

9x10.6 ft., \$87	10.6x13.6 ft., \$127
9x12 ft., \$95	11.3x15 ft., \$137

Royal Smyrna Rugs

A Limited Quantity in Desirable Patterns

9x15 ft., \$87	10.6x13.6 ft., \$105
	12x12 ft., \$96

(Seventh Floor, Chestnut)

800 Pair Marquisette Curtains Special at \$2.25 a Pair

We could easily put these among our other curtains and sell them at the regular price of \$1 a pair more. But they would not go out as quickly to make a place for new arrivals. Besides this there is more need for these curtains now than later.

All have hemstitched edges and are 2¼ yards long. Mostly in white, a few ecru.
(Fifth Floor, Market)

Another shipment of women's blanket bathrobes has arrived. They are mostly in light-colored figured designs and cost \$5.

(Third Floor, Central)

Women's Capeskin and Kidskin Gloves

\$2.25 a pair for tan, brown or gray capeskin gloves, in outseam-sewn style, with 1-clasp fastening.
\$2.75 a pair for kid gloves, overseam sewn, in black, white, black with white embroidery or white with black.
(West Aisle)

Pink Camisoles

Quite enchanting things of pink Georgette and pink wash satin, combined with Valenciennes lace and real Irish and real flit. Prices \$3.15 to \$11.
(Third Floor, Central)

Have You All the Bulbs You Want?

We still have plenty of bulbs for outdoors, such as—
Crocuses, 25c a dozen; \$1.50 a hundred; \$12 a thousand.
Single tulips, 60c a dozen; \$4 a hundred; \$32.50 a thousand.
Daffodils, 55c a dozen; \$3.75 a hundred; \$32.50 a thousand.
Darwin tulips, 70c a dozen; \$4.75 a hundred; \$40 a thousand.
Hyacinths, 30c each; 85c a dozen; \$6 a hundred.
And for indoors there are—
Narcissus bulbs at 7c each, 65c a dozen.
Pebbles to plant these last in are 5c a package; hyacinth glasses, 50c each.
Ferns, palms and dracaenas for Winter growing will be found close to the bulbs.
(Fourth Floor, Central)

Match This Low-Priced Luggage, if You Can!

Suitcases, for example, at \$12.75 and \$14.75. They are both excellently made of oak-tanned cowhide, with good linings and metal trimmings and have all the earmarks of really high-priced luggage.

The \$12.75 case has plain, trim lines and short straps. The \$14.75 case has straps a round and is stockier in appearance.

Or a big, roomy pigskin traveling bag, leather-lined with heavy corners, for \$15.75.
The reason we can sell a real pigskin bag at this price is because there was some discoloration in the natural leather and it was dyed a rich, mahogany brown. The wonderful service is all there.

At \$28.50 are some handsome, big traveling bags of russet and black calfskin-finish leather, the former in five-piece shape, and the other a three-piece.
Exceptionally good-looking luggage, very much under-priced.
(Main Floor, Chestnut)

Foot-ball Is the Big Game Now

and the Sporting Goods Store is unusually well provided with equipment for individuals and for entire teams.

Football balls, \$2.50 to \$15.
Head helmets, \$2.75 to \$15.
Shoulder, elbow and knee protectors, \$1.50 to \$8.
Football pants, \$3 to \$9.
Football shoes, \$8.50 to \$10.
Jerseys, \$2 to \$5.50.
Football stockings, \$2 and \$2.25.
Sweaters, \$7.50 to \$13.50.
Nose guards, ankle supporters, wrist supporters and shin guards.
(Galleries, Juniper)

The Boy and His Winter Overcoat

We will back our boys' overcoats against any others—ready-to-wear—that can be had anywhere else for the same prices.

This statement is not based on guesswork or ecstasism. It is founded on fact. If we do say so, we know something of what makes for quality in boys' overcoats, and only the finest quality can ever satisfy us.

It is represented by the garments that we are now showing. There are no finer boys' wear garments made.

At fair prices. You may want to pay less, but in that case you would not have less for your money. You might pay more, but you would not get better.

In boys of 3 to 10 years at \$18 to \$50—these in double-breasted styles with convertible collars, wool linings and made of blue and gray chinchillas, and finely mixed overcoating. In sizes for boys of 11 to 18 years at \$25 to \$45—these in gray, green, brown and tan fancy mixtures, all with convertible collars and belts.
(Second Floor, Central)

Fine Oriental Rugs in Abundance at 30 to 50 Per Cent Less Than Ruling Prices

Stated briefly, that is what this remarkable event means. The two words, "fine" and "abundant," have a special significance as applied to it. For it is the only Sale, probably in all America, in which Oriental rugs of a really fine kind are shown in real abundance at prices so much below prevailing values. Varieties in this Sale are really comprehensive.

Persian rugs, Caucasian rugs, Chinese rugs, Asia Minor rugs, all are offered in a large and beautiful selection at normal landing costs, sometimes a little more, sometimes less.

Authentic and reliable quality is the mark of every rug included.
(Seventh Floor)

This is noticeable all through the collection, particularly so in the Chinese rugs.

There are grades of Chinese carpets that might possibly be sold for as little as these, that we are now showing, but we prefer not to sell them at all.

The fitness and beauty of our Persian pieces cannot be gainsaid. Whether you want a Chinese rug, a Persian rug or an Oriental rug of any worthy kind, you can easily convince yourself that not only is this the best collection to choose from, but that as a matter of fact there is no other within comparable distance of it.